

# 嶺東科技大學114學年度入學新生課程標準

## Ling Tung University Curriculum Standards in effect since 2025

Department(系所別):Department of Fashion Business  
& Merchandising(時尚經營系)

College(學院):College of Fashion(時尚學院)

Academic Year of Entrance(入學年):2025

Program:Four-year B.D. for Day Division(日間部四年制)

第一學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
中文閱讀與思考	Chinese Reading and Thinking	R	2	2
職涯與職能發展	Career and functional development	R	2	2
體育(一)	Physical Education I	R	2	2
英文(一)	English I	R	2	2
時尚產業概論	Introduction of Fashion Industry	R	2	2
企業經營概論	Introduction to Business Management	R	2	2
服飾史	History of Costume	R	2	2
時尚設計基礎	Design basics	R	3	3
創意思考	Creative Thinking	E	2	2
時尚插畫	Fashion Illustration	E	3	3
第一學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
中文應用書寫表達	Application of Chinese	R	2	2
體育(二)	Physical Education II	R	2	2
英文(二)	English II	R	2	2
服裝構成(一)	Pattern Drafting and Construction I	R	3	3
時尚行銷管理概論	Introduction to Fashion Marketing Management	R	3	3
時尚虛實科技應用	Applications of Virtual and Physical Technologies in Fashion	E	1	1
時尚色彩計畫	Fashion chromatic scheme	E	2	2
設計師作品分析	Modern Designer	E	2	2
國際見習	International Internship	E	2	2
織品材料應用	Application of Textile Material	E	2	2
近代流行風格	Mordern Fashion History	E	2	2
時尚攝影	Fashion Photography	E	3	3
第二學年第一學期				
科目名稱	Course Title	R/E	Credits	Hours
AI思維與應用	AI thinking and application	R	2	2
群己倫理與生命關懷	Ethnics and Interpersonal Relationships	R	2	2
博雅通識(一)	General Education I	R	2	2
口語溝通	Oral communication	R	2	2
展示規劃設計	Exhibition Planning	R	2	2
流行趨勢分析	Analysis of Fashion Trends	R	2	2
時尚經濟學概論	Introduction to Fashion Economics	R	2	2
時尚編輯設計	Fashion Editorial Design	R	2	2
專業形象管理	Professional Image Management	E	2	2
消費者行為	Consumer Behavior	E	2	2
專業日文	Japanese I	E	2	2
服飾設計概論	Introduction to fashion design	E	3	3
服裝構成(二)	Pattern Drafting and Construction II	E	3	3
全民國防教育(一)	National Defense Education I	E	2	2
第二學年第二學期				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(二)	General Education II	R	2	2
職場英文	Workplace English	R	2	2
美術史	History of Fine Art	R	2	2
時尚成本分析	Cost Analysis and Financial Management	R	2	2
數位行銷實務	Digital Marketing	R	2	2
時尚展演	Fashion show planning	R	2	2
品牌經營管理	Brand Management	R	3	3
品質管制與流通管理	Quality Control and Logistic Management	E	2	2

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珠寶賞析	Jewelry Study	E	2	2
廣告實務	Advertising Practices	E	2	2
應用日文	Japanese II	E	2	2
配件設計	Accessory Design	E	3	3
文創與時尚應用	Cultural and Creative Industries	E	3	3
立體裁剪與設計(一)	Draping and Design I	E	3	3
視覺設計	Visual Design	E	3	3
全民國防教育(二)	National Defense Education II	E	2	2
<b>第三學年第一學期</b>				
1st Semester Third Year				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(三)	General Education III	R	2	2
專題講座	Seminar	R	1	1
時尚零售實務	Fashion Retail Management	R	2	2
流行社會心理學	Social Psychology of Fashion	R	2	2
商品企劃實務	Merchandising	R	3	3
精品行銷與管理	Luxury marketing management	E	2	2
論文寫作	Thesis writing	E	2	2
公關實務	Public relations practices	E	2	2
電子商務	e-Commerce	E	2	2
專業法文	French I	E	2	2
時尚定價策略與決策分析	Pricing Analysis	E	3	3
立體裁剪與設計(二)	Draping and Design II	E	3	3
產業實習	Industry Internship	E	3	3
<b>第三學年第二學期</b>				
2nd Semester Third Year				
科目名稱	Course Title	R/E	Credits	Hours
博雅通識(四)	General Education IV	R	2	2
專業英文	English for Specific Purposes	R	2	2
專題行政管理(一)	Administrative Graduation project I	R	1	1
市場調查與統計分析	Market Research and Statistical Analysis	R	2	2
專題(一)	Graduation project I	R	2	2
時尚採購	Fashion Buying	R	2	2
時尚產品開發管理	Fashion Product Development Management	E	2	2
國際行銷管理	Internatioanl Marketing Management	E	2	2
人力資源管理	Human Resource Management	E	2	2
服務管理	Service Management	E	2	2
應用法文	French II	E	2	2
<b>第四學年第一學期</b>				
1st Semester Fourth Year				
科目名稱	Course Title	R/E	Credits	Hours
專題行政管理(二)	Administrative Graduation project II	R	1	1
全球時尚供應鏈管理	Global Fashion Supply Chain Management	R	2	2
專題(二)	Graduation project II	R	2	2
創業與微型公司管理	Entrepreneurship and Micro - Enterprise Management	E	2	2
作品集製作	Protfolio	E	2	2
時尚專案管理	Fashion Project Management	E	2	2
專業實習	Professional Internship	E	3	3
<b>第四學年第二學期</b>				
2nd Semester Fourth Year				
科目名稱	Course Title	R/E	Credits	Hours
時尚經營管理策略	Strategic Management for Fashion Businesss	R	3	3
顧客關係管理	Customer Relationship Management	E	2	2
專題實務	Practical Project	E	2	2
企業實習	Professional Internship	E	2	2
當代時尚議題	Contemporary Fashion Issues	E	3	3

備註:R=Required;E=Elective

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## Regulations

1. A minimum of 128 credits is required for graduation, including 28 University-required credits, 9 College-required credits, 52 Department-required credits, and 39 professional elective credits.
2. Semester credit requirements are as follows: first- to third-year students must complete 16–25 credits per semester, while fourth-year students must complete 9–25 credits per semester. Detailed regulations shall be governed by the University Academic Regulations.
3. In accordance with the University’s “Implementation Regulations for Chinese Language Competency Assessment,” “Implementation Regulations for English Language Competency Assessment,” “Implementation Regulations for Information Competency Assessment,” and “Implementation Regulations for Health and Physical Fitness Assessment,” students must pass the required assessments in Chinese language, English language, information competency, and health and physical fitness in order to graduate.
4. Students must meet the assessment standards specified in the Department’s “Regulations for Professional Competency Assessment” in order to graduate. Certificates obtained through passing the University’s Information Competency Assessment Regulations may also be recognized by the Department as certificates for fundamental workplace information application skills.
5. Students may take courses offered by other departments if such courses are not available in this Department. Credits earned from these courses and approved by the Department may be counted toward professional elective credits, up to a maximum of 12 credits (including credits from interdisciplinary credit programs). Students may also take courses at other universities if such courses are not offered by this Department; however, only one course may be taken. Credits earned from other universities shall be included within the limit for external department elective credits. Enrollment in inter-university courses shall follow the University’s Inter-University Course Selection Regulations.
6. For sequential courses offered by the Department, such as *Garment Construction (I)(II)* and *Draping and Design (I)(II)*, students who have not completed the prerequisite course may not enroll in the subsequent course. However, under special circumstances, students may apply to the Department and, upon approval by the Department Chair, may be permitted to enroll in the subsequent course.
7. Students who have obtained a Level C Technician Certificate in Women’s Dressmaking

prior to enrollment may apply for exemption from *Garment Construction (I)*. Students who have obtained a Level B Technician Certificate in Women's Dressmaking prior to enrollment may apply for exemption from *Garment Construction (II)*. Students granted course exemptions based on professional certificates must still complete other courses to fulfill the required graduation credits.

8. Students participating in the Ministry of National Defense Reserve Officers' Training Corps (ROTC) program who have completed the required winter and summer training and obtained certification may apply for credit exemptions for departmental internship courses, with a maximum exemption of 10 credits. Students applying for exemption from a full-semester internship must complete registration during the internship semester and enroll in at least one additional course.
9. For the Department's *Industry Internship*, *Professional Internship*, and *Corporate Internship* courses, 1 credit shall correspond to a maximum of 80 internship hours completed by the student.